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Cap. 3

**FOOD**

# INFORMATION CALENDAR

OFFICE OF INFORMATION  
UNITED STATES DEPARTMENT OF AGRICULTURE

November 27, 1943

CURRENT SET-ASIDE No. 34

PROPOSED PROTEIN MEAL ORDER ANNOUNCED

★ DEC 14 1943

A proposed protein meal order, effective Jan. 1, 1944, was announced this week by WFA. (USDA 1124-44) Amending Food Production Order No. 9, it limits the quantity of oilseed meals and animal protein that can be used by the manufacturers of mixed feeds during the period Oct. 1, 1943, to Sept. 30, 1944. A Feed and Livestock Branch, being established in the FPA, will administer the program. In the field it will be handled by AAA and Feed Advisory Committees.

Main provisions are:

(1) Limits the amount of protein meal used in the manufacture of mixed feeds to 110 percent of the amount used for mixed feeds during the calendar year of 1942.

(2) To equalize distribution, it allows the Director of Food Production to limit the quantity of protein meal which retailers within the area may deliver to feeders.

(3) Persons other than livestock feeders are not permitted to have on hand more than a 15-day supply, feeders a 30-day supply, of protein meal, with certain exceptions.

(4) Producers of soybeans and cottonseed may, with certain limitations, exchange or sell their oilseeds to obtain protein meal.

(5) Appeals may be made to the AAA State Chairman if 75 percent or more of the protein meal or mixed feeds manufactured from the meal is sold within the state, and to the Director of Food Production in Washington in other cases.

To meet emergencies the proposed order continues the set-aside provision of a previous authorization.

A public hearing will be held in the Department Dec. 2 to consider the proposed order and problems raised by the contemplated set-aside order.

NOW IS THE TIME FOR ALL ..... farmers to repair their farm machinery, and put it in condition for efficient use during the production season. WFA reports improved outlook for new farm machinery in 1944, with an unrestricted manufacture of repair parts. However, it will still be necessary to ration certain types of machinery and control distribution on certain others. The tight spot in farm equipment, the WFA analysis shows, will be hauling vehicles, including trucks, and replacement tires for trucks now in operation. (USDA 1107-44)

## MILK PRODUCTION PROGRAM GETS UNDER WAY

The 8-point milk production program for 1944 will be launched next month in a series of 12 regional meetings with representatives of the Washington and State Extension Services and representatives of the Dairy Industries Committee. These conferences are being held to plan action with the states. The dates, places, and states to be represented at each are:

Dec. 1	Fort Wayne, Ind.	(Mich., Ohio, Ill., and Ind.)
Dec. 2	Minneapolis, Minn.	(Minn., Wisc., N. Dak., and S. Dak.)
Dec. 3	Kansas City, Mo.	(Iowa, Kans., Nebra., and Mo.)
Dec. 4	Boise, Idaho	(Idaho and Nevada)
Dec. 6	Portland, Oreg.	(Mont., Wash., and Ore.)
Dec. 8	Boston, Mass.	(Conn., Maine, Mass., N. H., R. I., and Vt.)
Dec. 9	New York, N. Y.	(Del., Md., N. J., N. Y., Pa., and W. Va.)
Dec. 9	Texarkana, Texas	(Ark., La., Texas, and Okla.)
Dec. 10	Berkeley, Calif.	(Ariz. and Calif.)
Dec. 14	Fort Collins, Colo.	(Colo., N. Mex., Utah, and Wyo.)
Dec. 16	Atlanta, Ga.	(Fla., Ga., Miss., Ala., and S. Car.)
Dec. 20	Roanoke, Va.	(Ky., N. Car., Tenn., and Va.)

The points to be stressed are:

- (1) Grow more legume hay, pasturage, and grain.
- (2) Fertilize to increase quantity and quality of feed.
- (3) Feed to avoid summer milk slump.
- (4) Feed cows liberally during their dry period.
- (5) Keep as many cows as feed and labor permit.
- (6) Market the whole milk whenever possible.
- (7) Produce good-quality milk and avoid waste.
- (8) Breed for better herd replacements.

\* \* \* \* \*

LESS PAPER FOR THOSE CIRCULAR FILES ..... when OWI Regulation 8 becomes effective Nov. 30. To cut down on paper waste through careless planning, over-runs and loose distribution, the order requires all departments to establish clearance officers for all Washington information material, to report monthly on materials cleared, and to send all large runs of print, multilith and mimeograph material to Inter-Agency Publications Committee for clearance. Other paper-saving steps extending to the field will accompany the order. Necessity of publication, economy of format, and economy of distribution will be the testing points.

THE MAILS MUST GO THROUGH ..... even if it does take longer than usual this year. So .. allow extra time for out-going mail from your office, and don't get too impatient if mail from Washington is delayed. After all, this year's Christmas mailing will probably set a record high, and Uncle Sam's postal service is probably short-handed, too.



## FOOD FIGHTS FOR FREEDOM

HERE'S HOW THEY ARE DOING IT ..... in Corpus Christi, Texas, where the Caller-Times is sponsoring a food show called the "Food Fights for Freedom" show. A full page ad, paid for by local firms as part of their contribution to the war effort, featured the Food Quiz.

SOMETHING NEW HAS BEEN ADDED ..... in Jacksonville, Fla., where the A.A.U.W. is distributing bookmarks carrying the FFFF emblem and the Basic Seven to libraries and schools. That is just one way in which the Jacksonville FFFF committee is reaching consumers; they are also doing it through newspaper and radio publicity, special cards to be attached to menus in restaurants, displays in store windows, through the schools with the food quiz and a special leaflet issued by the State Health Department, and through the Nutrition Consumer Information Center.

RALLY 'ROUND FOR FFFF ..... In Louisville, Ky., the campaign got under way with a Food Fights for Freedom Day celebration, Nov. 23.

HOW MANY FIGHTERS DO YOU FEED? ..... That's the way North Carolina is asking their farmers to "produce and conserve," Figure production in terms of what it takes to feed one fighter a day -- like this: Say a farmer sold 37 hogs, or about 6,105 lbs. dressed weight. It takes about a pound of meat to feed one soldier one day. Divide the 6,105 lbs. by 365 lbs., the amount one soldier will eat in a year, and you'll find that this farmer furnished enough meat for about 17 soldiers for a whole year. Try it on other foods, too.

HERE'S AN ANGLE ON FOOD BOOKS ..... and we don't mean ration books! As part of the FFFF campaign in New York City, the New York Times Sunday book section soon will feature food books.

AMBASSADORS WITH PORTFOLIO ..... That's what Des Moines, Iowa, school children were in the FFFF campaign. They contacted all homes, distributing FFFF material. On the covers of their portfolios they recorded the names and addresses of all people who accepted delivery. They wore badges showing that they were special representatives of the program.

.....  
: HOW WOULD YOU LIKE TO KNOW ..... what your :  
: ..... state and :  
: others are doing in the FFFF campaign? A :  
: report, showing what is being done by the :  
: states and outstanding communities on FFFF, :  
: will be out soon as a supplement to the :  
: Calendar. Reports from OCD, OPA, FDA, Ex- :  
: tension, etc., are coming in to a central :  
: point for summarizing. :  
: .....  
: .....

\* NATIONAL \* MONDAY, TUESDAY, and WEDNESDAY, Nov. 29-Dec. 1, the 4-H Club Congress  
\* FARM & \* will be aired over National Farm and Home Hour. Al Bond of the Radio  
\* HOME \* Service will be in Chicago to interview 4-H'ers on each of those  
\* HOUR \* dates. THURSDAY, Dec. 2, is yet to be announced. FRIDAY, Dec. 3,  
\*\*\*\* Wallace Kaddery and Gerhard Isaac, BAE, will talk on "December 15  
Tax Estimates for Farmers." SATURDAY, Dec. 4, Wallace Kaddery and three Hawaiian  
4-H Club members (by ET) will talk on food production.

"PLEASURE TIME" ..... On Dec. 3, Fred Waring's Pennsylvanians will salute the farm families of America on his "Victory Tunes" show. (NBC, 7 p.m. and 11 p.m., EDT.)

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FOOD IN WAR AND PEACE ..... is the name of an exhibit displayed in Washington, D.C., from Nov. 19 to 26. Presenting in posters, pictures and charts the importance of food for victory and the results of malnutrition, the exhibit was sponsored by various organizations, including the Red Cross, the District Department of the American Federation of Government Employees, the Consumer Nutrition Committee of the District of Columbia, the American Women's Volunteer Services, and the 40 clubs affiliated with the Federation of Women's Culbs. It is now on tour in other cities and again will be shown in the District, when it returns sometime in December.

[illegible]

POINTS AND PENNIES FOR WASTE FATS ..... Effective Dec. 13, the OPA says housewives will be paid 2 brown stamp points as well as 4 cents for each pound of waste fat they turn in for salvage. Any fat that can no longer be used as a spread or in cooking should be turned in for salvage.

[illegible]

YOU TAKE MY SEAT, SOLDIER, ..... because I'm not traveling over the holidays! The Department has been asked to discourage employees from taking annual leave between Dec. 17 and Jan. 10, where such leave would involve intercity travel on public carriers.. To lead the way, the Department has also been asked to discourage official travel during that period in so far as the war effort would not be impaired.

SAMPLES OF U. S. D. A. INFORMATION ACTIVITIES FROM WASHINGTON, D.C.  
ON  
"FOOD FIGHTS FOR FREEDOM"

This report represents the first attempt to round-up the activities of departmental offices and bureaus to reach the public on FFFF through the various informational media. In most instances this report can only present samples of what has been done. We cannot hope even to present a complete picture of the activities of any one bureau through any one medium. Please note, too, that in many instances work done by the department has been greatly implemented by groups or agencies outside the Department of Agriculture. For the sake of clarity, those reports which have come in have been assembled under general headings of the media used.

### RADIO

Radio material breaks down into three parts: (1) Special material prepared in the department for use of others, (2) regular department services carrying FFFF information, and (3) programs originating in the department or voiced by department personnel.

(1) Special material prepared in the department for use of others:

- a. Suggested radio scripts and program outlines for use by local food information committees; included in the "Tool Kit."
- b. Letters to farm program directors, outlining the FFFF campaign, sent out Oct. 16 and 23.
- c. Specially prepared information such as that supplied Eloise Davison, Director of the Herald-Tribune Institute, for her housewives broadcast over WNY.

(2) Regular department services carrying FFFF information:

- a. Homemakers' Chats - two were devoted to the campaign, "Doing Your Best On The Food Front," Oct. 29, and "Growing the Food For War," on Nov. 5.
- b. Farm Flashes - most of recent Flashes have incidentally implemented the production phase of FFFF.
- c. Food and Home Notes - implemented FFFF program with several articles on food conservation and nutrition.
- d. Home Front Matinee - all through Nov. has tied in the FFFF campaign with topics such as food conservation, nutrition, and the like.
- e. Radio Round-Up - has had several references to FFFF. This service goes to FDA regional offices and from them to radio stations throughout the country.
- f. Federal Food Reporter - goes to market news men of FDA; one devoted to FFFF, others tied in the campaign with other topics.
- g. Tip Sheet - has played up campaign.
- h. Vitamins for Victory - daily service for UP wire service; has tied in FFFF with various food subjects.

(3) Programs originating in the department or voiced by department personnel:



- a. "Food News from Washington," voiced by Wallace Kadderly on the "Fashions in Rations" program, carried an announcement of the campaign on Oct. 30, and an explanation of its purpose.
- b. CBS Country Journal - on Oct. 30, Lee Hannify interviewed Morse Salisbury on FFFF.
- c. National Farm and Home Hour - Seven programs beginning with the Oct. 23 broadcast have carried the FFFF campaign.
- d. Consumer Time has had three programs on the FFFF campaign.

[Note: Most of the national radio facilities have pushed FFFF through O.W.I. Under their Network Allocation plan, 49 network programs carried announcements the first week in November, 43 both the second and third weeks, and 42 the fourth week of the month. Under the Station Allotment Plan one-minute announcements were given over 900 stations either 9 or 12 times a day, with the majority to be on FFFF during the weeks of Nov. 1-7, Nov. 15-21, and Nov. 21-28. Fifty regional programs a week over an average of 400 stations carry OTI announcements under the National Spot and Regional Network Plan, the majority handling FFFF the first two weeks in November. Under the Special Assignment Plan, 125 network programs build government campaigns right into their shows, with many of them carrying FFFF from Sept. 6 through Oct. 25, and the last two weeks in November.]

#### MAGAZINES

The material for magazines falls into two classifications: (1) Articles especially prepared in the department for publications of fraternal, trade and other national organizations, and (2) articles not written by department personnel but published at the suggestion of, or from information supplied by, the department.

[These lists are only partial and do not represent the entire output in either group.]

- (1) Articles prepared by the department and furnished to outside publications:

- a. Articles, illustrated by pictures and charts, prepared by AAA for:

Trailways Magazine	The Shield	American Legion Magazine
The Lion	Foreign Service	The Eagle
The Rotarian	Santa Fe Magazine	The Highway Traveler
Kiwanis Magazine	Elks Magazine	Banking
	Moose Magazine	Hadassah Newsletter

- b. Articles supplied by FDA to:

The New Jersey Clubwoman  
42 State Teachers' Magazines  
Trade publications, such as the Texas Food Merchant, Pillbury's "Fightin' Food Communique," and "Woman's Day".

- (2) Articles not written by Department personnel but published at the suggestion of, or from information supplied by the Department such as:



"It's Harder to Plan Meals These Times" - Good Housekeeping  
"Food for Freedom -- Released by Etiquette" - The Household Magazine (Nov.)  
"Food Fights for Freedom" - Woman's Home Companion  
"Let's Face the Facts About the Food Situation" - Ladies Home Journal  
"Ten Rules for Wartime Eating" - Ladies Home Journal  
"Now Lets Plan Meals" - McCall's

Pulse, a Negro magazine, featured the FFFF program in the September issue and other Negro magazines featured Victory Gardens and other aspects of FFFF.

[In addition to these, many articles were prepared by the OPA for national publications, many resulted from the OWI Magazine War Guide, many were placed by direct contact of USDA people with magazine editors, and a great number of articles were sent out for use in trade journals.]

### NEWSPAPERS

Material covered in this summary is that prepared in the Department for specific use, such as:

Material prepared for Mrs. Roosevelt to be used in her column, "My Day".  
Special 1500-word feature article and four drawings sent to the Western Newspaper Union.

Series of 2-column drawings released to NEA Service for weekly use during October and November.

Rotagravure release to national newspapers; used extensively during October.

[These special materials and feature articles are in addition to the regular press stories.]

### ADVERTISING

Activities in advertising divide into two classes: (1) Material supporting the FFFF campaign prepared for use of national advertisers, newspapers, etc., and distributed through the War Advertising Council, and (2) meetings with advertisers devoted to the campaign.

#### (1) Material supporting the FFFF campaign:

- a. Displays for billboards, store posters, street car cards, newspaper and magazine ads, and pin-up charts, all carrying the symbol and message of the campaign.
- b. Three brochures, "Call to Action!", prepared in cooperation with WFA by War Advertising Council, designed for industry, newspapers, and the food trades (including hotels, restaurants, dining cars, and wholesale and retail stores) for their use in cooperating with FFFF.
- c. "Meyer Both Reports to Newspapers," an advertising service, carried FFFF material with suggested slants for advertising copy.

#### (2) Meetings.

These were scheduled by OWI in collaboration with WFA and the War Advertising Council to discuss the program with national advertisers,

ad agencies, and food trade representatives, asking their cooperation. The schedule: Aug. 24, Chicago; Aug. 26, New York City; Aug. 30, San Francisco; and Aug. 31, Los Angeles. In addition, 23 "advertising club" meetings were held throughout the country.

#### U.S.D.A. PUBLICATIONS

This list probably would be interminable if all were included. It can, at best, be only a partial list, and divides into two groups, publications which appear regularly and special leaflets.

##### (1) Regular Publications:

- a. Publications designed primarily for use of non-employees, such as Consumers Guide, which plugged the FFFF program in October, and devoted the entire November issue to the campaign, and the Food Trade Letter, which carried the emblem in November, and has a special FFFF issue in preparation.
- b. Publications written for information of field forces, such as the Extension Service Review which carried a piece in the "Once Over" column in August, featured the program in the October lead story, and again in the November issue; USDA, which goes to all department employees, devoted practically its entire space to the campaign in October, and gave the November lead story to the program; Food Information Calendar, which has repeatedly pushed the FFFF campaign, through at least 10 issues.

There are also those processed letter or tip sheets which carried specific or related information on the program, such as the FDA "Nutrition Letter", AAA's weekly letter to the field "Agriculture in Action", and the weekly Extension Newsletter.

##### (2) Leaflets, etc.

The following were prepared especially for the FFFF campaign:

Mobilization Guide

Information Program booklet - "Food Fights for Freedom"

Illustrated folder, "You Can Shorten the War with Food"

Food Quiz

Slide film

Tool Kit, containing: "Calendar of Community Food Projects",

"Calendar of Community Food Projects",

"Discussion Guides", "Speech Notes",

"Training Guide for Home Canvass",

"Things To Do", "A Fact Sheet", "Your Newspapers and the FFFF Campaign", and

"Radio Materials" - skeleton scripts,

program outlines and ideas for local stations.

In addition, publications already printed and containing information which supplements the FFFF campaign, were made available to Food Committee Chairmen on request.

#### MEETINGS:

In addition to the meetings already mentioned in connection with the advertising campaign, those reported include:

Meetings of representatives of the government agencies and the national organizations participating in the campaign in Washington, Sept. 24; New York, Sept. 28; and Chicago, Sept. 29.

All Washington U.S.D.A. agencies and bureaus involved in the FFFF campaign, with representatives of other agencies and offices, met in Washington, October 4.

The entire Washington staff of the Extension Service were called together for full explanation of the program, October 16.

Regional meetings of all agencies involved were held at Atlanta, Ga., Oct. 16; Dallas, Texas, Oct. 18; Boston, Mass., Oct. 22; San Francisco, Calif. Oct. 28, Los Angeles, Calif. Oct. 29; and Salt Lake City, Utah Nov. 4.

In addition to this list of meetings called by Washington, nearly every State in the union has had meetings of the representatives of OCD, OPA, WFA, etc.

The program was explained at the Land Grant College meeting in Chicago, Illinois, Oct. 25, by speakers from the Department.

LETTER, WIRES, etc.

The U.S.D.A. agencies involved in the campaign are keeping field forces advised on current developments.



